# Judging Dance Movements

The mere exposure effect is a pervasive phenomenon: the more you are exposed to something, the more you tend to like it. Perceptual fluency is known to be the driving factor behind the mere exposure effect. With more repetitive exposures, stimuli is processed more efficiently and this fluency is misattributed to liking. Exposure to stimuli has also been found to activate its associated motor component and, in turn, affect preferences for these stimuli. This experiment explores the role of embodiment of motor information on the mere exposure effect.

In the study you just completed, you were shown a compilation of different movement clips. While viewing these series of videos, you were asked to participate in a task. You were then shown the movement clips one by one and were asked to rate how much you liked each movement as well as how easy it was to perform the movement. The different movement clips you rated were either presented once, multiple times or were not shown at all in the compilation of clips. While you were watching the compilation of videos, you were asked to simply watch, imagine, or perform some action with your hands. We expect that you will like movements more and find it easier to perform the movements when seen with more repetitions.

The main interest of the study is the rating that you assigned to each movement. We predict that the movements repeated most will be the most liked and the new movements not previously seen will be the least liked. Imagination and actions mirroring the movements are expected to enhance this effect and actions that served to block motor information are expected to diminish the effect. The data will be analyzed using a mixed design ANOVA with repetition (5 vs 1 vs none) and task (watch, imagination, action) as the independent variables.

Independent variables (repetition, task)

Dependent variable (preference rating)

Analysis technique (mixed design ANOVA)

Please do not share the details of this study with anyone else.
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